

# LEADER

A Quarterly Publication of Opportunities Unlimited



## "Gotta Brain? Getta Helmet" Celebrates 10 Years

Ten years ago, Opportunities Unlimited launched its "Gotta Brain? Getta Helmet" program to second grade students in the Siouxland Community. As the weather becomes nice each spring and children begin riding their bicycles, OU embarks on a special mission to prevent brain injuries through education, safety lessons, and providing helmets to students in participating schools. The "Gotta Brain? Getta Helmet" curriculum emphasizes the importance of wearing a helmet during activities such as biking, skateboarding, football, and baseball. Students then write an essay

or draw a picture to share what they've learned and members of the OU leadership team follow-up with an assembly and distribute helmets. "OU is proud to offer this program to children within our community. We hope to bring awareness of helmet safety and help prevent any future brain injuries" stated Jennifer McCabe, President & CEO of OU.

Each year OU strives to expand this program to reach as many second grade students as possible. This year, through generous donations from community members and local businesses, OU was able to place helmets on the heads of over 300 second graders in Sioux City and surrounding communities.



# You've Been Ticketed

Opportunities Unlimited, in a partnership with the Sioux City Police Department and Dairy Queen, has launched the summer program, "You've Been Ticketed." In the effort to promote helmet safety, police officers are "pulling kids over" when they notice they are wearing helmets. They issue them "tickets" which can be exchanged for a free ice cream treat at Sioux City Dairy Queens. Opportunities Unlimited views this program as a triple win – as all three organizations can work together to support the youth of our community.

## YOU'VE BEEN TICKETED



**PRESENTED TO:** \_\_\_\_\_

**PRESENT THIS CERTIFICATE AT DAIRY QUEEN FOR ONE FREE SMALL CONE**

OPPORTUNITIES UNLIMITED, DAIRY QUEEN AND SIOUX CITY POLICE DEPARTMENT HAVE ISSUED A TICKET FOR PROPERLY PRACTICING BICYCLE SAFETY AND WEARING A HELMET. THIS TICKET OFFERS YOU ONE (1) FREE SMALL CONE AT PARTICIPATING DAIRY QUEEN RESTAURANTS IN SIOUX CITY, S. SIOUX CITY AND SGT. BLUFF.





**SIGNED BY:** \_\_\_\_\_

**ISSUED: SUMMER OF 2016, EXPIRES 12/31/16**

## Brain Injury Awareness

March is National Brain Injury Awareness Month. To help support this important cause, persons served and OU staff participated in a few events to advocate and spread awareness.

- Five persons served and staff traveled to the capital in Des Moines to participate in "Hill Day" to advocate on behalf of those affected by brain injuries. They were joined by brain injury survivors, families, and supporters from around the state.
- Mayor Pro-Tem Dan Moore visited OU to read the Brain Injury Proclamation and identify the month as Brain Injury Awareness month. This event was attended by persons served, their families, staff, and members of the community. Following the proclamation and refreshments, persons served released green balloons in honor of those affected by brain injuries.
- OU was a participating sponsor in the state's Brain Injury Alliance Conference, also held in Des Moines. With 95,000 Iowans living with a disability from an acquired brain injury, OU remains committed to supporting those who are affected and also promote prevention.





# OU's 19th Annual "Fore the Children"

Opportunities Unlimited celebrated its 19th Annual Golf Tournament – “Fore the Children” on Friday, July 22nd, at the Sioux City Country Club. This year’s tournament was fortunate to have a number of corporate sponsors, including the Title Sponsor, Riverside Technologies, Inc. (RTI) of North Sioux City, SD. “Despite the high humidity and hot weather, both the golfers and staff made the best of the day. Golfers made it clear they were there for the cause and the margaritas! Staff were amazing, taking it for the team, never complaining and came off the course after a long day in the sun, excited about the day’s events and the opportunity to make this golf tournament a huge success. A lot of work goes into making this tournament happen, but it is our staff who make it shine on the day of the tournament! Thanks to all our golfers, sponsors and staff,” stated Susan Vondrak, Tournament Director. The tournament filled up quickly this year, and all golfers were greeted by OU staff at each of the 18 holes. Golfers had the opportunity to participate in and win various contests and prizes throughout the course including longest putt, longest drive, and hole-in-one. The proceeds from the tournament will be applied towards a new vehicle to provide safe and accessible transportation for persons served.



## OU is ACBIS Certified

Opportunities Unlimited has once again been recognized for being ACBIS certified. The Academy of Certified Brain Injury Specialists (ACBIS) offers a voluntary national certification program for both direct care staff and professionals working in brain injury services. ACBIS provides the opportunity to learn important information about brain injury, to demonstrate learning in a written examination, and to earn a nationally recognized credential. The Academy requires demonstration of learning, through its examination, in the following domains:

- Incidence and epidemiology of brain injury
- Continuum of services
- Brain anatomy and brain behavior relationships
- Functional impact of brain injury
- Effective treatment approaches
- Children and adolescents with brain injury
- Health and medical management
- Family issues
- Legal and ethical issues

The ACBIS Alliance provides public recognition to a brain injury services provider or designated facility that has achieved the benchmark of having 20% of its staff who have completed the program and passed the national assessment, allowing them the designation as Certified Brain Injury Specialists (CBIS). There are few internationally accredited organizations that have this certification; OU is proud to have dedicated staff commit to completing this program which enhances the level of service offered to persons served.

